ECONOMETRIC ENGINE

ABSTRACT

5

A method for creating a sales model for a plurality of products is provided. Generally a plurality demand groups are created, where each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products. A sales model is created for each demand group. A market share model is created for each product in each demand group.

In addition, an econometric engine for modeling sales as a function of price is provided. An imputed variable generator and a coefficient estimator coupled to the imputed variable generator form the econometric engine, where imputed variables generated by the variable generator are used by the coefficient estimator to create a sales model.